PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE
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TO: Distribution **DATE:** January 17, 1992

FROM: Karen Eisen, Natalie Ellis

SUBJECT: Ad/Pack Summaries

Attached for your reference are summaries of purchase interest for past Ad/Pack studies. As we complete any new studies we will circulate summaries to add to the book. Please do the same with your brands so that we can all stay up to date.

cc:
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Source: https://www.industrydocuments.ucsf.edu/docs/jlmj0004